

Book Review

Lisa Larter

Pilot to Profit: Navigating Modern Business Entrepreneurship to Build Your Own Business Using Online Marketing, Social Media, Content Marketing and Sales

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PILOT TO PROFIT: NAVIGATING MODERN Business Entrepreneurship to Build Your Own Business Using Online Marketing, Social Media, Content Marketing and Sales, is an instructive paperback that communicates the steps for new entrepreneurs from thought conception to opening the doors. The author, Lisa Larter, is a successful entrepreneur turned business coach who consults with businesses around the world through her web-based training, Pilot to Profit. More details regarding her program, and the foundation of this book, can be found at <http://lisalarter.com/programs>.

Over the course of 12 chapters, the author shares her insights from personal experience and trials. The firm basis of the book is that success in entrepreneurial endeavors begins with the entrepreneur's internal assessment. The first four chapters make up the first section regarding the author's "Profit Principles", which leads the reader to first sell themselves on the success of the idea (Chapter 1), gaining the right mindset and perspective of money (Chapter 2), properly defining the business model (Chapter 3), and knowing what really matters so you can measure success (Chapter 4). The second section, "Content Principles", made up of Chapters 5 and 6, focuses on the content of the business message. This is followed by a three chapter section, "Social Principles", where the author leads readers through foundational principles needed for a sound social media presence. In Chapter 10, which makes up the fourth section, the author reiterates the importance of the entrepreneur being involved and engaged in the selling process of the business. The book concludes with a discussion of the author's Pilot Project (Chapter 11) and resources from the author to assist readers to learn more (Chapter 12).

The book shares some important insights for the beginning entrepreneur or the "would-be" entrepreneur. Anyone who considers starting a business can certainly benefit from reading *Pilot to Profit*. However, the book is most appropriate for women-owned businesses or women thinking about starting a

company. The first section of the book is encouraging, engaging and instructional on overcoming self-doubt and worry. The discussion on developing the right mindset about money and ways to overcome fears of owning a business set the foundations of success. The author shares her personal experiences of fear, failure, and success which provide a great level of credibility with the reader.

The strength of the book is solidified in the author's sharing of principles for successful marketing of the business using social media. The author provides best practices for selecting the right content used in the marketing message, stating that "... your content is your credibility" (p. 71). Building upon the content plan, the book discusses the what, when, and where of the content that business owners publish to gain the right first impression. Should email marketing be used? If so, how often and how many words? Are blogs the best way to share the message? What should be included and is it better to say it in written words or in video format? These are some of the content questions the book leads readers to consider and provides guidance on how to move forward successfully.

Being online is an essential part of the marketing mix; however, not all social media outlets are equal. The right content should drive the media outlet selected. The author points out to the reader that the entrepreneurs should not be everywhere. The reader is provided with guidelines for using the right social media to build networks and sell the business model effectively. The message positioning must be one that adds value to those reading it. An important mindset change the author provides is the change from WIIFM (What's In It For Me) to SWIIFT (See What's In It For Them) (Chapter 9). The content provided by the entrepreneur's marketing message must be of interest to those who subscribe to the social media site and engage potential customers in dialogue.

The book ends with a discussion of the author's Pilot to Profit program, a method of increasing business for business-owners. To assist readers with putting the book's content into action, the author shares additional resources to her website and webinar programs. The Pilot to Profit experience is not just a concept for a book; the program is used by the author to support a number of small business owners as they grow their business with new insights and altered business perspectives. The author provides individual coaching to aid in the growth process; therefore, readers are encouraged to connect with the author via her professional contact details provided with the additional resources.

Overall, this book is a recommended read for anyone considering entrepreneurship or business ownership. The author stresses that the path to success begins with the right mindset and understanding of what it means to be in business for yourself. The content provided in this book will encourage new entrepreneurial entrants to consider questions and directions not previously considered. Unlike other available entrepreneur books, the content provided in Pilot to Profit provides basic details and additional resources from the author for the beginning business owner. The author shares personal experiences to help the reader relate to the content and appears to give the reader permission to believe that success is possible.



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